

I CLAIM:

Sub D1
5 1. A network for targeting an individual operating a microcomputer in order to offer to supply this individual with appropriate goods or services available at a place within reach of the individual's present location; said network comprising:

A. means associated with the microcomputer to microwave-link it to an Internet highway;

10 B. means associated with the microcomputer to indicate its present location;

C. means to convey over the microwave link from the microcomputer to a web site on the highway, the identification of the individual and his present location, thereby providing his full address; and

15 D. means at the web site storing the profiles of a multitude of individuals who are consumers of the goods or services to determine from the profile of individual whose address has been forwarded to the web site, which goods or services are appropriate to this
20 individual and are available at a place reachable from his present address; and

E. means to convey from the web site to the microcomputer an offer to supply said appropriate goods or services.

5 2. A network as set forth in claim 1, in which said microwave-link is provided by a radio transceiver.

 3. A network as set forth in claim 1, in which case present location is indicated by a GPS receiver.

 4. A network as set forth in claim 1, in which said microcomputer has an E-mail address that identifies the individual.

15 5. A network as set forth in claim 1, in which said profiles are stored in a data bank.

20 6. A network as set forth in claim 1, in which the profiles are analyzed by a programmed computer to determine which goods or services are appropriate.

6. A system to identify individuals who are potential customers for various goods or services, said system comprising:

5 A. a data bank in which is stored a multitude of individuals who are consumers and their respective profiles which include the individual's preferences in regard to various goods and services; and

10 B. means to determine whether a particular individual is included in the data bank, and to then analyze his profile to determine whether he is a potential customer for specified goods or services.

15 7. A system as set forth in claim 6, in which said means include a programmed computer.

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